REMARKS

Reconsideration and allowance of the present application based on the following remarks are respectfully requested.

Pending Claims

Claims 1-24 remain pending.

Claim Rejections

Claims 1-4, 10-13 and 18 were rejected under 35 USC 102 (3e) as being anticipated by Stanbach, Jr. et al (US Patent No. 6,449,657). This ground of rejection is respectfully traversed. Claims 1, 3 and 12 are amended and are believed to be patentable over Sanbach, Jr. alone or in combination with any of the other references of record.

The Examiner is kindly referred to our Figure 2 and to page 16, lines 21-28 of our specification which states:

> "the memory 80 stores information related to the user (user information), information related to the advertiser (advertiser information), at least one homepage, and at least one program".

As described in our specification at page 17, lines 1-14, the user information includes personal information such as "a user ID field, a user password field, a name field, a mail address field, a gender field, a date of birth field, a zip code field, an address field, a points field, an advertisement permission/refusal field".

Furthermore, as shown in our Figure 2 and as described in our specification at page 19, lines 1-14,

> "the advertiser information shown in FIG. 2B includes the advertiser ID field, an advertiser password field, the type of advertisement field, an advertisement target field, a click charging count field, a goal achievement charging count field, an addition key word field, an addition restriction key word field, an expiration date field, a text body field and an advertisement URL field".

Therefore, as described in our specification at page 20, lines 24-32,

> "The advertisement information detector 66 detects attribute (personal) information that is made to be associated with the recipient's or sender's mail address of the mail received by the mail receiving portion 64, from the user information in the memory 80. The advertisement information detector 66 also

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detects the advertisement information, for which the attribute
information corresponding to the detected attribute information
is set as the target of the advertisement, from the advertiser
information in the memory 80".

The Stanbach, Jr. arrangement includes a database 744 that does not store the personal information of the user. Therefore, as described in column 11, lines 11-22, in order to create a advertisement information from the recipient address 744, "a demographic profile corresponding to the recipient address 720 is established by querying the database 744" and "The demographic profile generated on the intended recipient 720 is then used to create a sub-set of advertisements from an ads table".

Because the memory 80 of claimed arrangement stores the user's personal information, the advertisement information detector 66 does not need to establish "demographic profile" as in Stanbach et al. Our claimed combinations are novel and unobvious over Stanbach et al.

Claims 5-9 and 14-17 stand rejected under 35 USC 103 as being obvious over Stanbach, Jr. et al in view of Gough et al (US Patent No. 6,014,502). This ground of rejection is respectfully traversed.

The Examiner agrees that "Gough does not explicity teach an advertisement information memory, and advertisement information detector, or the use of an SMTP server" as described in page 11-12 in the Office Action.

Therefore, Gough et al. does not have "an advertisement information adding portion operable to add the advertisement information, which is detected from the advertisement information memory by said information detector, to the mail; and

a sending portion operable to send the mail, to which the advertisement information is added by said advertisement information adding portion, to the server"

as claimed in amended claim 1 because Gough et al. does not have an advertisement information memory and advertisement information detector.

Because Gough does not disclose "the advertisement information adding portion" as required by amended claim 1, the claims (and others depending from it) are not unobvious in view of Gough.

Claims 19-23 stand rejected under 35 USC 103(a) as being obvious over Stanbach, Jr. et al in view of Gough et al further in view of Moraes (US Patent No. 6,014,502). Also,

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claim 24 stands rejected under 35 USC 103 as being obvious over Gough et al in view of Moraes. These grounds of rejection is respectfully traversed. Claims 19 and 24 are amended.
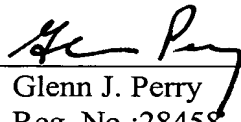
Neither Moraes nor Gough et al. discloses "installing the program in the terminal for enabling the terminal to send a recipient addressed mail to a mail server that adds the advertisement information, which is associated with at least one of: (a) user information about a user having the recipient mail address (b) user information about a user having a sender mail address corresponding to a sender of the mail, and (c) a portion of a message in the mail, to the mail" as claimed in amended claim 24. Thus, claim 24 should be allowed over Moraes and Gough et al.

In view of the foregoing, the claims are now believed to be in form for allowance, and such action is hereby solicited. If any point remains in issue which the Examiner feels may be best resolved through a personal or telephone interview, please contact the undersigned at the telephone number listed below.

All objections and rejections having been addressed, it is respectfully submitted that the present application is in a condition for allowance and a Notice to that effect is earnestly solicited.

Respectfully submitted,

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